

ORDER



KLAS

Orders
Order / Rev: 37051
Alt Order #: 08854428
Product Desc: AFF-SENATE
Estimate: 553
Flight Dates: 08/29/12 - 09/04/12
Original Date / Rev: 08/21/12 / 09/05/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmont Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Future Fund
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru: 06/03/10
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/04/12	7	\$36,600.00	\$31,110.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	7	\$36,600.00	\$31,110.00	0.00
Totals	7	\$36,600.00	\$31,110.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	21%	\$36,600.00
Market	100%	\$174,285.71

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	26%	\$45,314.29
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	28%	\$48,800.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/29/12	08/29/12	Wed 10-11p CSI	CM	10-11p	--W----	:30	1	\$15,000.00	LV1	0.00	NM	4	\$25,000.00
CSI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/27/12	09/02/12	--W----	1		\$15,000.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	8	08/27/12-09/02/12		Wed 10-11p	10-11p		--W-----	:30	\$15,000.00	0.00	NM				

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E 1	8	08/29/12	08/29/12	Wed 10-11p CSI	CM	10-11p	--W----	:30	1	\$15,000.00	LV1	0.00	NM	4	\$25,000.00
CSI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	--W----			1		\$15,000.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
		See MG 1.2,1.3,1.4,1.5													
		[not airing due to coverage of convention (DA)]													
2	8	08/30/12-08/30/12	SD Charger Football			Thurs 7-10p	(8:00 PM-11:00) l---Th-----	:30		\$5,000.00	0.00	NM			
		Ⓜ MG for 2.1,1.1													
3	8	08/30/12-08/30/12	SD Charger Football			Thurs 7-10p	(8:00 PM-11:00) l---Th-----	:30		\$5,000.00	0.00	NM			
		Ⓜ MG for 2.1,1.1													
4	8	08/30/12-08/30/12	SD Charger Football			Thurs 7-10p	(8:00 PM-11:00) l---Th-----	:30		\$5,000.00	0.00	NM			
		Ⓜ MG for 2.1,1.1													
5	8	09/03/12-09/03/12	Mon 10-11p			10-11p	M-----	:30		\$10,000.00	0.00	NM			
		Ⓜ MG for 2.1,1.1													
E 2	8	08/30/12	08/30/12	Thu 10-11p Big Brother	CM	10-11p	---T---	:30	1	\$10,000.00	LV1	0.00	NM	0	\$0.00
PERSON OF INTEREST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	---T---			1		\$10,000.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	08/27/12-09/02/12	Thu 10-11p			10-11p	---Th-----	:30		\$10,000.00	0.00	NM			
		See MG 1.2,1.3,1.4,1.5													
		[not airing due to coverage of convention (DA)]													
E 3	8	09/01/12	09/01/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p	-----S-	:30	1	\$600.00	LV1	0.00	NM	1	\$600.00
ET WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S-			1		\$600.00	0.00					
E 4	8	09/02/12	09/02/12	CBS News Sunday Morn@M CBS News Sunday Morning	CM	CBS Sunday Morni	-----S	:30	1	\$3,500.00	LV1	0.00	NM	1	\$3,500.00
SUN MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S			1		\$3,500.00	0.00					
E 5	8	09/02/12	09/02/12	Sun 9-10p The Good Wife	CM	9-10p	-----S	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
THE GOOD WIFE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S			1		\$7,500.00	0.00					
E 6	8	09/04/12	09/04/12	Tue 10-11p The Mentalist	CM	10-11p	-T-----	:30	1	\$8,500.00	LV1	0.00	NM	0	\$0.00
MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/03/12	09/09/12	-T-----			1		\$8,500.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	09/03/12-09/09/12	Tue 10-11p			10-11p	-T-----	:30		\$8,500.00	0.00	NM			
		Credited													
		Pgmng PE'd due to Democratic Nat'l Convention													
													Totals	7	\$36,600.00